



TUNED IN

The
Brain's
Response
to
Ad
Sequencing

January 25, 2017 | 10:00 am - 12:00 pm EST
USPS OIG - 1735 N. Lynn St. Arlington, VA and via WebEx

The advertising options available today can leave companies overwhelmed; between digital advertising exploding over the last decade and the options for traditional-yet-effective channels, like direct mail, companies might have a difficult time deciding which channels to use and when to use them. A customer might see the same shoes in a catalogue, Google search ad, and TV commercial before she makes a purchase – how is the seller to know which ad tipped the scales and why?

The Postal Service Office of Inspector General (OIG), in conjunction with Temple University's Center for Neural Decision Making, is trying to take some of the guesswork out of mixed media campaigning, with a scientific study focused on the interaction between emails and ad mail. Following up on its June 2015 neuromarketing study, *Enhancing the Value of Mail: The Human Response*, the team used neuroscience techniques, behavioral surveys, and field studies to examine how the brain responds to sequences of digital and physical ads. The study focused on which sequence was best for brand identification, desirability, and purchase intent.

AGENDA

Master of Ceremonies: John Althen, USPS OIG

OIG Introduction

Tammy Whitcomb, USPS OIG

10:00 – 10:10

Presentation of USPS OIG Sequencing Study

Angelika Dimoka, Temple University

10:10 – 10:45

Presentation of Canada Post's Neuro Research

Ani Ieroncig, Canada Post and Elissa Moses, Ipsos

10:45 – 11:20

Open Discussion and Q&A

Kelly Thresher, USPS OIG

11:20 – 11:55

Concluding Remarks

John Althen, USPS OIG

11:55 – 12:00